

Electronic Acknowledgement Receipt

EFS ID:	7055974
Application Number:	09917792
International Application Number:	
Confirmation Number:	9535
Title of Invention:	Computerized system and method for increasing the effectiveness of advertising
First Named Inventor/Applicant Name:	Alan D. Gould
Customer Number:	22191
Filer:	Sergio D. Filice
Filer Authorized By:	
Attorney Docket Number:	50442.010200
Receipt Date:	22-FEB-2010
Filing Date:	31-JUL-2001
Time Stamp:	16:10:55
Application Type:	Utility under 35 USC 111(a)

Payment information:

Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/Message Digest	Multi Part/.zip	Pages (if appl.)
1	Transmittal Letter	IAG-1_POA_3_73b_Transmittal_2-22-10.pdf	64348 04f730f520efffb448e4f16c7812ab972029e494e	no	2

Warnings:

Information:

2	Change of Address	IAG-1_Change_Correspondence.pdf	1361806 fb7a1ca4bb3334edf549b50e250af1cb 59ef	no	2
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Warnings:**Information:**

3	Power of Attorney	POA_The_Nielsen_Company_US_LLC.pdf	88565 5be80fd4a49b77b7bc3901b1026d29d13af9 6208ea	no	2
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Warnings:**Information:**

4	Assignee showing of ownership per 37 CFR 3.73(b).	IAG-1_373b_Statement_FINAL_2-22-10.pdf	68310 5bb6d93b33befffa1b2f1c992682469553 89c	no	2
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Warnings:**Information:**

Total Files Size (in bytes): 1583029

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.